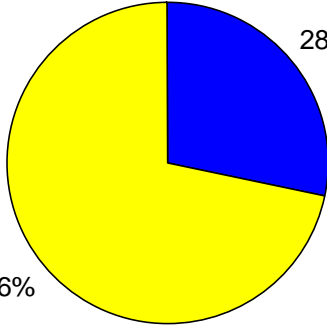


### 13-03-Communication Support for County Agencies

Fund/Agency: 001/13	Office of Public Affairs	
Personnel Services	\$163,000	<b>CAPS Percentage of Agency Total</b>  <b>Legend:</b> ■ Communication Support for County Agencies ■ All Other Agency CAPS
Operating Expenses	\$97,668	
Recovered Costs	(\$18,989)	
Capital Equipment	\$0	
<b>Total CAPS Cost:</b>	<b>\$241,679</b>	
Federal Revenue	\$0	
State Revenue	\$0	
User Fee Revenue	\$0	
Other Revenue	\$0	
<b>Total Revenue:</b>	<b>\$0</b>	
<b>Net CAPS Cost:</b>	<b>\$241,679</b>	
Positions/SYE involved in the delivery of this CAPS	2/2.4	

#### ► CAPS Summary

Fairfax County agencies rely on the Office of Public Affairs (OPA) to be the definitive resource for advice and services related to public information. OPA serves as the public information staff to over 30 agencies that do not have information officers and provides consultation to 11 other agency information officers. Support provided includes consulting services, coordination of training and seminars, conduction of promotional campaigns and assistance with media relations and special events.

#### Agency Communication Survey

Initiated an agency directors' survey in FY 2001 designed to measure the effectiveness of our support to agencies and to determine their communication needs. The survey will be conducted on a regular basis.

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### **Board Presentations and Proclamations**

Coordinates approximately 172 presentations requested by the Board of Supervisors annually for proclamations, resolutions and certificates for more than 875 recipients; includes scheduling all participants, preparing item for presentation by researching, writing, coordinating review and producing final document, arranging photographic services and providing support materials to the Board.

### **Communication/Media Support for BOS Meetings and Committee Meetings**

The director of OPA or an OPA staff member is always in attendance at the Board of Supervisors meetings to gather information on County issues in order to respond to questions from citizens, the media and County staff. A staff member is also usually present at the Board committee meetings. OPA staff responds to media inquiries related to the Board agenda and to the committee issues.

### **Communication Seminars/Training**

To support the Board of Supervisors' emphasis on marketing the County, OPA coordinates two daylong professional development seminars annually for County staff. Seminars have included "A Marketing Toolbox," "Successful Media Relations," and, coming in September of 2001, "Writing for the Web."

### **County Participation in Awards Programs**

Manages County's participation in award programs. Includes issuing announcements; collecting, reviewing and editing submissions from other agencies; preparing submissions for review by selection committee and submitting final selections to approximately 10 state and national award programs such as NACo, NACIO, VML, Ford Foundation Innovations in Local Government and Public Service Excellence Awards.

### **Employee Communications Support**

Actively participates in planning and conducting activities to enhance overall communication with County employees. Prepares and submits e-mail Broadcast messages to notify County employees of urgent issues like ozone alerts and lowering of the flags, as well as non-urgent announcements.

### **Equipment Maintenance**

Monitors agency audiovisual equipment and ceremonial supplies and maintains a log for lending that equipment to Board members and other agencies.

### **Fairfax County Government Communicators (FCGC)**

The FCGC, made up of staff members who manage or have some responsibility for the County's communication efforts, is staffed by OPA. The group holds monthly meeting featuring speakers on communication topics and provides an information connection for its 56 members from 26 agencies.

### **Information Presentations**

Prepares, updates, delivers and disseminates PowerPoint presentations on the services provided by Fairfax County. The presentations are impressive communication tools that promote the County and give the audiences a comprehensive overview of the services provided. The presentations have been given to groups of citizens, students and visitors and have been well received at all meetings.

# *Office of Public Affairs*

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## **News Clip Packets**

Prepares and disseminates weekly news clip packets to the Senior Management Team and Board of Supervisors. The packets include articles about Fairfax County and are collected from both daily and weekly newspapers. The packets give the readers a comprehensive print media snapshot for the week and allow for the easy retrieval of archival information. Much of the information is also provided electronically on a daily basis to a wider distribution group.

## **Photographic Services**

Coordinates photographic services for approximately 30 events annually including scheduling photographer for special events, coordinating film processing, responding to requests for print and electronic images, and maintaining photograph files.

## **Publication Review**

Reviews and edits brochures, newsletters, correspondence and other printed materials for County agencies, often rewriting text and assisting with the design.

## **Special Events**

Coordinates planning, scheduling, marketing, production of invitations and programs, equipment placement, event logistics and agendas with Board members, other County staff and business and citizen groups for special events such as ribbon cuttings, groundbreaking and dedication ceremonies.

## **Special Projects**

To enhance the effectiveness of our communication efforts, OPA develops comprehensive information programs to address countywide issues. For example, in FY 2001, OPA carried out an extensive program to inform citizens about the budget and the increases in property assessments. OPA also manages or assists County agencies with communications for a variety of special projects each year. Examples include the West Nile Virus, Photo Red Light, Web redesign launch, Older Worker Expo, Deer Management, Stormwater Management, Bonds, Oral Rabies, Cinderbed Road, Washington Area Conference on Telecommuting (WACOT), and Reapportionment.

## **Web Site Content**

Manages content on the County's Web site and works with agencies to make necessary changes. Monitors content for accuracy, timeliness and appropriateness and ensures compliance with County policies and procedures.

## **► Method of Service Provision**

Service provided directly by County employees and student interns.

Hours of Operation: 8:00 a.m. to 4:30 p.m. Monday through Friday; evening and weekend hours as necessary.

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### ► Performance/Workload Related Data

In FY 2001, OPA initiated a new process to enhance workload management. This system provides statistical data on the amount of time OPA spends supporting County agencies. Based on the first six months of measurement, the five information officers and the deputy director dedicate approximately 100 hours each week, or more than two eight hour work days each, to providing public information support to County agencies.

To evaluate this support and identify communications needs, OPA conducted a survey of agency directors in FY 2001. Eighty-two percent of the respondents rated OPA's professionalism as above average or superior and 85 percent rated OPA's accessibility as above average or superior. OPA will conduct this survey regularly to measure the quality of consulting services provided to County agencies with the goal of 100 percent satisfaction.

### ► Mandate Information

This CAPS is Federally or State mandated. The percentage of this CAPS' resources utilized to satisfy the mandate is 1 - 25%. The specific Federal or State code and a brief description of the code follows:

- Code of Virginia 2.1-340 through 2.1-346 - Virginia Freedom of Information Act. The Virginia Freedom of Information Act is the primary State law governing citizen access to records of public entities and to their meetings.